

Message Text

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R 192327Z JUL 76

FM SECSTATE WASHDC

TO AMEMBASSY TAIPEI

INFO AMCONSUL HONG KONG

UNCLAS STATE 178594

E.O. 11652:N/A

TAGS: BGEN, TW, US

SUBJECT: BUSINESS SERVICES -- BLUE BELL INCORPORATED,

GREENSBORO, NORTH CAROLINA

1. SENATOR HOWARD BAKER (R.-TENN.) HAS REQUESTED THE ASSISTANCE OF THE DEPARTMENT REGARDING A TRADEMARK AGREEMENT BETWEEN BLUE BELL AND YANGTZE KIANG GARMENT MANUFACTURING COMPANY, LTD., (YKG), HONG KONG. YKG WILL MANUFACTURE AND DISTRIBUTE WRANGLER JEANS UNDER LICENSE IN TAIWAN. THE SENATOR'S OFFICE IS REQUESTING THAT THE EMBASSY INQUIRE AND THEREBY EXPEDITE THE REGISTRATION OF THE LICENSING AGREEMENT WHICH WAS TO BE SIGNED AND FILED IN TAIPEI ON JULY 29.

2. IF THE EMBASSY PERCEIVES NO OBJECTION, IT IS REQUESTED TO CONTACT APPROPRIATE GROC TRADEMARK OFFICIALS TO INQUIRE ABOUT THE CASE AND ITS PROSPECTS FOR EXPEDITIOUS APPROVAL.

3. FYI: BLUE BELL HAS SIMILAR AGREEMENTS WITH YANGTZE KIANG FOR SINGAPORE, MACAO, AND HONG KONG. YKG IS LOCATED IN HONG KONG AND WE UNDERSTAND THAT THE WRANGLER JEANS TO BE MARKETED IN TAIWAN WOULD BE PARTIALLY MANUFACTURED UNCLASSIFIED

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IN TAIWAN AND PARTIALLY IN HONG KONG. APPARENTLY A LARGE

INVENTORY OF THE JEANS IS READY FOR DISTRIBUTION IN
TAIWAN AS SOON AS AGREEMENT IS APPROVED AND TIME IS
MONEY. END FYI. KISSINGER

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
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